



CALPEEK

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ELECTION SPECIAL

Editor's note: This week CALPEEK will wrap up all of the key Statewide campaigns, as well as ballot measure campaigns, congressional, legislative and local races...

● OVERVIEW - The polls and the pundits are all saying that the prolonged budget battle in Washington D.C. has badly hurt President George Bush and the Republican Party. But there's also a proverb which states that ALL POLITICS IS LOCAL. So far at least, it's tough to tell whether Bush is hurting the GOP in Calif., although there's no doubt some of his actions have alienated certain voters and the GOP got battered by the Demos on TAX FAIRNESS...

...In terms of issues, ABORTION may be in front seat of the car, but it's ECONOMICS which is behind the wheel. Many CALPEEK sources firmly believe pocketbook issues may be the key to winning the governor's race in Calif., with voters looking for a candidate to handle what many think will be a very difficult 1991. Some sources say the current State budget was put together with smoke & mirrors and that Calif. will have a budget deficit of \$1-2 billion...

● STATEWIDE RACES - The polling data shows the race for governor between U.S. Sen. Pete Wilson(R) and former S.F. Mayor Dianne Feinstein(D) is still pretty close, with Wilson slightly ahead. The contest might not end up close, but that's the way it looked when CALPEEK went to press. If you're pulling for DiFi, then the fact that WOMEN make up the majority of undecided voters might be encouraging. But if you're pulling for Wilson, then it is fair to note that of the two, Wilson has made the fewest MISTAKES. Remember: if DiFi wins, it's an upset because Californians vote Republican at the top of the ticket. There have been

only 3 Demo governors in this century...

...Of the other candidates, two Democrats, incumbent Controller Gray Davis and Insurance Commissioner candidate John Garamendi appear unbeatable. Other incumbent Demos, LG Leo McCarthy and Sec. of State March Fong Eu, are favored, but are still sweating it out. Both GOP LG candidate Marian Bergeson and Republican SOS candidate Joan Flores had new TV spots in the last week that were hard hitting. FYI: The San Francisco Chronicle endorsed both Wilson and Bergeson...

...As of the week of Oct. 29th, the contest for State Treasurer and AG were up in the air. In the Treasurer's contest, the L.A. Times poll had incumbent Tom Hayes(R) and Kathleen Brown(D) deadlocked at 28% each. Although Brown will way outspend Hayes on TV, the GOP technocrat has a better ballot title. And if economics is a key issue in 1990, voters might feel safer with Hayes than Brown. CALPEEK rates this contest as a toss up. The same with the race for AG between former U.S. Rep. Dan Lungren(R) and S.F. DA Arlo Smith(D). FYI: that controversial "GOP" slate, which includes a NO ENDORSEMENT recommendation for AG, was primarily the brainchild of PORAC, the law enforcement group backing Pete Wilson and Arlo Smith...

● WHAT TO LOOK FOR - From a technical point of view, the KEY campaign management tools to watch are the GOTV efforts of both major parties and the slate cards. If you want to watch voting patterns, stay focused on conservative Orange County in So. Calif. and Monterey County on the Central Coast, which since 1944 has voted correctly for the next governor...

{Continued Next Page}

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...Back to GOTV. As some newspaper reports have indicated, the Calif. Republican Party and Wilson's well-funded campaign have combined to put together one of the best GOTV efforts in many a year, using Demo strategy and blueprints from 1986 and 1988, including heavy use of AV ballot applications...

...The Demo's GOTV plan, which is called Victory '90, is a combination effort of the Calif. Democratic Party, organized labor and the Demo legislative leadership. Several newspaper accounts described the effort as only a shadow of the massive 1988 effort here in Calif. Money is in short supply, but some speculate that perhaps DiFi's husband, Dick Blum, may come to the rescue. This is not to say that Demo GOTV efforts will be lacking on Nov. 6th. Individual congressional and legislative campaigns already have in place large numbers of troops for phone banks and walking...

...Key counties. L.A., the 5-county Bay area and Sacramento are big Democratic strongholds. The GOP looks toward Orange and San Diego counties, the Inland Empire and the Central Valley. Some CALPEEK Demo sources report Feinstein is being mashed in the Central Valley and in Orange County. There's even a report that Wilson is closing the gap in Santa Clara Co. If these assessments are accurate, DiFi's campaign could be in trouble. One poll in Orange Co. puts the Wilson lead at 33 pts. That translates into more than 200,000 votes...

...On the other side of the coin, there are continuing rumbles from FAR RIGHT/PRO-LIFE conservatives who may not vote for Wilson. To counter this the CA Republican Party has set up Calif. Families Coalition, with Pat Boone and The Rev. Lou Sheldon stumping for Wilson. The best way to tell if the PRO-LIFE revolt is working is to watch the numbers for AIP gubernatorial candidate Jerome McCready. He's a PRO-LIFE conservative who claims to be getting support from staunch PRO-LIFE Republicans around the State...

- KEY BALLOT MEASURES - There is massive voter confusion over this November's crop of complex initiatives and counter-initiatives. Some CALPEEK sources think this confusion could result in a huge number of NO votes on a majority of the proposals...

...TERM LIMITS, Prop. 131 & 140, are now

fighting for survival against what some may characterize as a series of misleading TV hits by well-known TV stars. The latest L.A. Times poll shows #131 with a 51% to 34% lead, while the more restrictive #140 held a 49% to 32% lead, down from its previous high of 55%. In fact, some CALPEEK sources predict that the NO side may pull this off, while others strongly disagree. FYI: Operation Grassroots is a NO on 131 and 140 Demo/GOP effort to phone 1.5 million voters. It's been in place for 3 weeks and is said to be effective...

...BIG GREEN, Prop. #128, could be in some trouble. Why else would #128 co-author Tom Hayden (D-Santa Monica) suddenly announce that if #128 passes, he won't be in the running to be Calif.'s first elected environmental czar. The L.A. Times poll has #128 slipping from 44% in September to 42% in October...

...The Jarvis-Gann "poison pill package," as some call Props. #136 & #137, could be the surprise winners Nov. 6th, even though most newspapers are editorializing against both. #136 requires a vote on all new tax proposals at the local level of government and requires a 2/3rds vote at the statewide level for special tax measures. If #136 wins, it might be a sign that the "tax revolt" is still alive in Calif. #137 calls for a vote for proposed changes in Calif.'s initiative system...

- CONGRESSIONAL CONTESTS - There are 3 key House races to watch closely and a 4th to watch out of the corner of your eye...

...In the ever-changing Inland Empire of Riverside and San Bernardino Counties, incumbents George Brown Jr. (D-Colton) and Al McCandless (R-Riverside) are under siege from well-financed opponents. Brown freely acknowledges that San Berdu Co. Sup. Bob Hammock, a moderate Republican, is his toughest challenger ever and the race has become a very bitter, personal thing with both. The 36th C.D. has a 52.8% Demo registration, but the district is turning more conservative, which is why Brown & Co. are worried. As for McCandless, the Republicans in D.C. are very concerned about this race. Demo Ralph Waite has put together a very aggressive grassroots effort, with 250 precinct workers set for Nov. 6. Voter registration (49% GOP to 42% Demo) helps McCandless, but the Riverside Press

Enterprise has endorsed Waite for the 37th C.D. with a favorable editorial...

...In the Bakersfield/Fresno area, incumbent U.S. Rep. Charles Pashayan(R) is in deep trouble. The S&L crisis (he took and then returned Keating \$\$) has taken its toll and has been a central theme of Demo challenger Calvin Dooley. Polling in the 17th C.D. (for Dooley) shows Dooley with a 5 pt. lead, 37% to 32%. This October polling shows an 8 pt. gain for Dooley and a 7 pt. plunge for Pashayan. FYI: Dooley has won editorial endorsements from both the Bakersfield Californian and the Fresno Bee newspapers. Some think Pashayan is dead meat, but he's fighting back with a hard hitting TV campaign...

...U.S. Rep. Jim Bates(D-San Diego) faces a tough opponent in GOper Randy Cunningham, Mr. Top Gun himself, but both GOP and Demo sources think Bates will survive. Private polling shows Bates with a 3 pt. lead in the 44th C.D....

- STATE SENATE RACES - There are only two regular races to watch and one special election. In the regular elections, CALPEEK insiders think the battle in the 34th S.D. between long time incumbent Demo Ruben Ayala of San Bernardino and his GOP rival, Assemblyman Chuck Bader of Ontario, could be another cliff hanger. Bader has a decided edge in money, but Ayala has been a popular fixture in the area for 35 years. Changing demographics may help Bader pull this one out. In the 4th S.D. in northern Calif., incumbent GOP State Sen. Jim Nielsen of Rohnert Park is in the fight of his political life against Demo Mike Thompson. Thompson has been using TV to battle Nielsen - the first time this medium has been used against Nielsen, and there's evidence the TV spots are having an impact. Some think Thompson has a good shot at an upset, while others think it will be close, but predict a narrow win for Nielsen...

...In the 5th S.D. special election to replace former State Sen. John Garamendi(D-Stockton), private polling obtained by CALPEEK shows a huge undecided among this crowded field of 11 candidates. The top two in this battle are Patti Garamendi(D), wife of John, with 24.7%; followed by Demo Assemblyman Pat Johnston of Stockton with 17.7%...

...What makes this special so interesting is that Johnston also is running for re-election to his assembly seat. Patti Garamendi has spent a total of \$182,500 (which includes a \$106,000 loan), while Johnston has pumped in \$252,350 for his assembly seat and \$131,010 for the special. Both are using TV. GOP insiders are hoping for a Johnston win because he is opposed to the DEATH PENALTY and has a record in the assembly which can be attacked (or applauded if you like Johnston). It's doubtful the winner will pass 50%, thus a December runoff between the top Demo and Republican is very likely...

- CALIF. STATE ASSEMBLY - These contests are always the most fun to watch because the dirt really flies in all directions and candidates and campaigns tend to take great liberties with the truth...

...Of the TARGETED races, CALPEEK sources tend to agree that the Demos who are GOP targets should slide by to victory, some in close calls. The key problem for the Republicans is MONEY (lack of it). Demos who should win again are vets Dom Cortese of San Jose and Norm Waters of Placerville, "The last rancher", which is the theme of Stormin Norman's TV campaign. Independent committees helping conservative challenger David Knowles are having a ball throwing cow pies at Waters and bashing his ads with barnyard rumor...

...Demo Steve Clute of Riverside should also win, although he has been in a very tough race with GOP challenger Clay Hage. The Riverside Press Enterprise endorsed Clute with the following, "Of Steve Clute, the Riverside Democrat, it cannot honestly be said that he gets better and better. But he does hold his own." If Hage had more money, he might take Clute...

...Freshmen Ted Lempert(D-Menlo Park) and Bob Eppler(D-Norwalk) are also expected to win second terms. Both have plans for a heavy GOTV effort on election day. Lempert is famous for his army of volunteers...

...Another Demo on the GOP hit parade is freshman Sal Cannella of Modesto. The GOP is pumping huge amounts of money into the 27th A.D. contest to back Modesto Councilman Dick Lang(R). Cannella beat Lang earlier this year in a special election run-

off. CALPEEK sources say that Lang has dropped tons of mail and as many as 35,000 AV ballot applications. The mail program is part of the Republican GOTV plan in the Central Valley. Still, Cannella supporters think he'll be safe...

...There is really only one main Demo target in the assembly: GOP freshman Curt Pringle of Garden Grove. The GOP is very nervous about Pringle and have imported such big guns as Ronald Reagan, VP Dan Quayle, drug czar Bill Bennett — not to mention Ollie North, to help Pringle. The Demo challenger is former Asst. U.S. Atty. Tom Umberg, who has won some great law enforcement support, as well as the backing of the L.A. Times. The 72nd A.D. leans Democratic in voter registration, but is very conservative in voting, which is why Umberg's GOTV effort WON'T be carrying any material for Demo Dianne Feinstein. A key issue in this race is ABORTION, with Pringle being PRO-LIFE and Umberg a PRO-CHOICE candidate. Sources tell CALPEEK that both NARAL & CARAL are going nuts, hitting Pringle from every direction. So is HCI, Handgun Control, Inc., which has blasted Pringle as a "baby killer," for his NO vote on a handgun safety bill. But Pringle's team is fighting back. There are signs up all over the 72nd saying, "Stop Tom Hayden and Tom Umberg." Hayden is about as popular as Saddam Hussein in this part of Orange Co. Bottomline: this is a duel with sawed-off shotguns at three paces. Rate this race as a toss up...

...The only other race where Demos are trying to pull an upset is in San Diego, where former Councilman Mike Gotch(D) is trying to oust freshman GOP Assemblyman Jeff Marston from the 78th A.D. seat once held by Demo Lucy Killea, now in the State Senate. Few sources give Gotch much of a chance...

● LOCAL RACES TO WATCH - There are a number of important local elections to watch, including the selection of new mayors for San Jose and Oakland. Here is a brief run-down on some of the key contests...

...In the race for mayor of Calif.'s 3rd largest city, San Jose Councilwoman Susan Hammer and former school superintendent Frank Fiscalini are DEAD EVEN in a new poll released by the San Jose Mercury as CALPEEK

went to press. The Mercury has endorsed Hammer, but Fiscalini has signs up all over San Jose and is on TV with ads blasting Hammer. Rate this election a toss up. In the contest to replace Oakland Mayor Lionel Wilson, most CALPEEK sources give a decided edge to Democratic Assemblyman Elihu Harris over Oakland Councilman Wilson Riles Jr....

...In the race for the San Francisco Board of Supervisors, insiders predict easy wins for the only two incumbents seeking reelection: Bill Maher and Doris Ward. Of the remaining 23 candidates, many think S.F. Co. Demo Party chair Carole Migden should make it. As for the remaining two spots, it's pretty much a toss up between former Sup. Carol Ruth Silver; BART Bd. member Arlo Hale Smith(son of the D.A., who isn't using his middle name); lesbian activist Roberta Achtenberg; and Kevin Shelley, son of a former mayor. Shelley is on all the slates, Migden has raised the most money, while Smith and Silver have the best name ID...

...In West Hollywood, the betting is that Measure AA to allow construction of a POKER CLUB will go down to defeat, despite a very expensive campaign...In San Francisco, it's close on Measure E to create a NUCLEAR FREE ZONE. YES on E started out with a 20 pt. lead, but the race is now believed to be dead even...In Sacramento, the best guess is that while Measure S is a good government proposal (to combine the county and city governments), the folks in the 'burs (suburbs) won't buy it, even though the establishment favors "S"...In Los Angeles and Orange Counties, the private surveys show both Measure C in L.A. & Measure M in Orange — to raise the sales tax by 1/2 cent for transportation projects — to be winning — but then the polls always tend to show that. However, when it comes time to vote, that's another story. Many think both C & M will lose...In Santa Clara Co. the odds are against passage of Measure G, a 1% utility tax, with the revenue going for the construction of a new baseball stadium for the "Santa Clara Giants."...

IAPC WILL HOLD ANNUAL MEETING IN BUDAPEST. The International Assn. of Political Consultants(IAPC) will hold its 23rd World Conference in Budapest, Hungary, from Nov. 11-14. For info call (213)466-3445...